



KSHB-TV

# ORDER

Print Date 11/06/12 Page 1 of 3

Flight Dates **10/30/12-11/05/12**

Contract / Revision      **314735 / 375 - Issue. MHE Adds V2**  
Original Date / Revision  
                                  10/15/12    11/05/12  
Advertiser **Missourians for Health and**  
Agency    **Buying Time LLC**  
Buying Contact  
**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**  
  
Agency    **Buying Time LLC**  
Buying Contact  
**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**  
  
Primary Account Executive  
 Tara Washburn  
  
Account Executive    Order%    Start Date    End Date  
 Tara Washburn            100%

Product  
Agency Com    15%  
Billing Contact  
**650 Massachusetts Avenue NW - S**  
**Washington, DC 20001**  
  
Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
Estimate #           **2429**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL            POL            ISS  
Product Codes    PL  
Priority               P-1  
Advertiser Ref

Order Share 100% Market Value 26250

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	50	\$22,312.50	\$26,250.00	0.00	10/29/12	11/05/12	50	\$22,312.50	\$26,250.00
<b>Totals</b>	<b>50</b>	<b>\$22,312.50</b>	<b>\$26,250.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-----	:30	0	\$550.00	P-1	0.00 NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1- 1---		2		\$550.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$550.00		0.00				
N 2	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	-----	:30	0	\$650.00	P-1	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- 1111--		4		\$650.00		0.00				
Week:		11/05/12	11/11/12	1-----		1		\$650.00		0.00				
N 3	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **314735** Flight Dates **10/30/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Missourians for Health and Product** 375 - Issue. MHE Adds V2 Estimate # **2429**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$250.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$250.00		0.00		
N 4	KSHB	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	-----	:30	0	\$150.00	P-1	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$150.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$150.00		0.00		
N 5	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	-----	:30	0	\$250.00	P-2	0.00 NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$250.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	KSHB	10/29/12-11/04/12	M-F 3-4p		3-4p	- TWThF----	:30		<del>(\$250.00)</del>		0.00 NM		
	See MG 5.6													
	[Network Breaking News]													
	6	KSHB	10/29/12-11/04/12	Sa 8-10a		8a-10a	-----Sa--	:30		\$250.00		0.00 NM		
	Ⓜ MG for 5.2 10/31													
	Week:	11/05/12	11/11/12	1-----		1				\$250.00		0.00		
N 6	KSHB	10/30/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	-----	:30	0	\$400.00	P-2	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$400.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$400.00		0.00		
N 7	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	-----	:30	0	\$850.00	P-3	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$850.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$850.00		0.00		
N 8	KSHB	10/30/12	11/05/12	Monday Prime C Monday Prime C	CM	9-10p	-----	:30	0	\$1,800.00	P-2	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----		0				\$1,800.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$1,800.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	KSHB	11/05/12-11/11/12	Monday Prime C		9-10p	M-----	:30		<del>(\$1,800.00)</del>		0.00 NM		
	Credited													
N 9	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-----	:30	0	\$400.00	P-1	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$400.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$400.00		0.00		
N 10	KSHB	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	-----	:30	0	\$100.00	P-3	0.00 NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1111--		4				\$100.00		0.00		
	Week:	11/05/12	11/11/12	1-----		1				\$100.00		0.00		
N 11	KSHB	10/30/12	11/05/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-----	:30	0	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



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Order Sep 00:20:00

Advertiser **Missourians for Health and Product** 375 - Issue. MHE Adds V2 Estimate # **2429**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 11	KSHB	10/30/12	11/05/12	Tuesday Prime B Tuesday Prime B	CM	8-9p	-----	:30	0	\$1,500.00	P-2	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	- 1-----		1				\$1,500.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 12	KSHB	10/30/12	11/05/12	Thursday Prime C Thursday Prime C	CM	9-10p	-----	:30	0	\$1,500.00	P-1	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	--- 1---		1				\$1,500.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 13	KSHB	10/30/12	11/05/12	Friday Prime A Friday Prime A	CM	7-8p	-----	:30	0	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---- 1--		1				\$1,000.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 14	KSHB	10/30/12	11/05/12	Sa Today Show Sa Today Show	CM	6-8a	-----	:30	0	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----- 1-		1				\$250.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 15	KSHB	10/30/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----	:30	0	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----- 1-		1				\$300.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 16	KSHB	10/30/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----	:30	0	\$350.00	P-1	0.00 NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----- 1		1				\$350.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KSHB	10/29/12-11/04/12	Su Today Show		7-8a	-----Su	:30		<del>(\$350.00)</del>	0.00	NM		
		Credited												
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 17	KSHB	10/30/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----	:30	0	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----- 1		1				\$300.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
N 18	KSHB	10/30/12	11/05/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----	:30	0	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	----- 1		1				\$4,500.00		0.00		
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00		
Totals													50	\$26,250.00